



**VEIC Review of
2018-2020 NH Statewide Energy Efficiency Plan
Draft dated May 31, 2017**

**Large Business Energy Solutions Program &
Energy Rewards Request for Proposals
Greg Baker, VEIC
July 5, 2017**

Characteristics of Success - Large Business Program

■ Inspire the Customer and Offer Value

□ Market Segmentation

■ Penetration

■ Identify the underserved - $(\text{Energy savings} + \text{Incentives}) / \text{SBC} = \text{ROI}$

□ Energy Management

■ Peer to Peer Opportunities

□ Sector

□ Geographic

□ Technology

■ Motivated Supplier Base

□ Clear and repeatable incentive structures

□ Upstream incentives

□ Pay for Performance

■ Cross Cutting Technologies and Approaches

□ Capital Equipment

□ O&M

□ Behavioral

Best Practices for Achieving Success, and Why

- Engagement through increased customer value
 - Team Approach offers more touch points
 - Account Management
 - Technical Consultation
 - Strategic Energy Management approaches broaden the conversation
 - Peer to Peer Sharing Opportunities enable best practice sharing
 - Aggressive programs that engage the trade allies
 - Services providers can help drive business
 - Vendor's access to the customer
 - Clear offerings for cross cutting technologies
 - Compressed air
 - VFDs
 - Dust Collection
 - Emerging
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Overview of Program Proposed for NH

- NH Utilities will work closely with large business customers, their supply chain and service contractor networks to achieve energy efficiency gains in addition to improved productivity, increased comfort, and improvements in health and safety. (Draft Plan p. 88)
 - Market segmentation will be key to understanding specific groups of customers and their needs and barriers preventing resources being directed to energy efficiency.
 - NH Utilities will secure long term commitments from large businesses to help sustain long term savings by establishing multi-year strategies.
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Key Aspects of Approach VEIC Supports

- NH Utilities are taking an explicit approach to market segmentation to understand the specific needs and market forces on businesses.
 - NH Utilities are using Energy Master Planning and multiyear MOUs to document mutual commitments for long term EE investments.
 - To encourage longer term planning and programs that engage the service provider/consultant network, NH Utilities will be offering a competitive bid incentive offer.
 - To boost opportunity identification, NH Utilities will leverage multiple market channels.
 - To encourage comprehensive designs, NH Utilities will offer performance based incentives for NEC lighting and whole building projects.
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Key Aspects of Approach VEIC Does Not Support

- Highlighting the ways NH Utilities offer “technical assistance value” to facilities that have limited resources should be a key component of the Value Proposition.

“The program also offers technical assistance including project evaluation, measure identification, equipment monitoring, compressed air analysis, and energy audits to address these barriers.” P. 90

- While energy master planning efforts are beneficial to key account representatives, NH utilities should encourage specific elements in these plans to call attention to multiple energy management aspects of the business, not just an identified capital project list.
 - Working on a project by project basis limits a facility’s visibility into all factors that impact energy use at the facility.
- Average yields of \$225/MWh are in line with yields expected on typical average projects. Programs for this group of customers are places to typically flex upwards for many reasons, including the potential for repeat business and value commensurate with their SBC charge.

Key Aspects Approach VEIC Does Not Support

- The Energy Rewards Program (RFP) criteria is confusing.
 - ❑ Will these projects require verification? Answer provided in the follow up to June 16th Conference Call indicated they would not. VEIC recommends they should.
 - ❑ Will preference be given to comprehensive projects, new technologies, or multi-measure projects? VEIC recommends they should.
 - ❑ Average yields of \$300/MWh are in line with yields expected for programs like this hoping to drive savings for large customers.
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Identify Key Drivers in the Draft Plan

- Lack of a technical assistance Value Proposition statement for businesses with limited resources.
 - Lack of a framework to ensure deep engagement at customers with high energy savings potential (Key Accounts).
 - Marketing outreach of programs including prescriptive offerings should include equipment supply chains.
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Suggested Improvements for the Draft Document

- Please provide more specificity on what % of the potential market will be served by the program, which market segments are being targeted, and why (p. 88-89).
 - Please provide a few case studies of recent success with photos, focusing on cost savings (including dollar amounts) and other non-energy benefits realized at the facility resulting from energy efficiency improvements (p. 92).
 - Please provide more detailed information on the future plan for EM&V for both the Large Business Program (p. 92) and the Energy Rewards RFP offering (p. 104).
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Other Comments or Ideas

- Large Business Program and Energy Rewards RFP offering budgets seem in line with what VEIC would expect.
 - Comments on what VEIC does not support are not in opposition to their strategy but rather recommendations on altering the language and additional focus.
 - Generally, the Large Business Program Plan touches all the main focus areas and is a good approach that is very similar to the way VEIC approaches large business customers.
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For More Information

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